

Teacher's Group 1 Poster Analysis Chart

Your assigned poster is ***Fight the fear with the facts*** (<http://ihm.nlm.nih.gov/luna/servlet/view/search?q=A025119>) with the following description: "In 1982, before the term AIDS existed, a group of four volunteers in Los Angeles set up an anonymous hotline to share what little information there was about preventing and recognizing the disease. What began with one phone and a single page of facts is now one of the largest AIDS service organizations in the country, offering support and information in more than a dozen languages to anyone seeking help."

First examine the poster closely. Afterwards, answer the following questions:

1. Who created the poster? When and where was it created?

Who: *an organization named, AIDS Project Los Angeles*

When: *1986*

Where: *Los Angeles, California*

2. Who do you think was the intended audience of the poster? Explain your answer.

General public/audience as mentioned in the narrative.

3. What is the main message of the poster? Describe it in your own words.

Be informed about how to prevent AIDS, so that you know how to prevent it. You will know how to prevent it and take away the fear of whether you think you have AIDS, may get it, or someone you know may have it. It's simple just call the "800" number to get facts.

4. What specific images or words are used to communicate this message?

The words "fight the fear with the facts" states the main message that everyone, with accurate information, is empowered to prevent AIDS. The poster image of diverse people holding hands together projects togetherness—e.g., everyone should know the facts on how to prevent AIDS, everyone can work together and support one another, etc.

5. How do the words and images on the poster educate people about HIV/AIDS?

The poster reminds people of the importance of facts/knowledge in fighting any fear that they may have about AIDS. It also offers a phone number where people can get that information.

6. Review your answers above and write a brief description about the poster, addressing what the poster promotes and how the poster dispels AIDS stigma.

The poster shows how everyone can be empowered with facts in fighting AIDS with words and the image of all different people holding and lifting up their hands and arm. The poster does not blame any group of people nor judge them in any way.

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Your assigned poster is ***Fight the fear with the facts*** (<http://ihm.nlm.nih.gov/luna/servlet/view/search?q=A025169>) with the following description: "The early years of the AIDS epidemic were marked by steep increases in diagnoses, even as information on transmission, testing, and prevention proliferated. This disconnect persisted, in part, because getting information out to people was a difficult task. It meant prompting people to overcome fear, fight stigma, and make healthy choices. AIDAtlanta, formed in 1982 by a group of friends who became concerned enough to take action, began with simple posters that spread information about national resources, such as the AIDS Hotline."

First examine the poster closely. Afterwards, answer the following questions:

1. Who created the poster? When and where was it created?

Who: *an organization named, AID/Atlanta*

When: *no date is provided on the poster*

Where: *Atlanta, Georgia*

2. Who do you think was the intended audience of the poster? Explain your answer.

General public/audience

3. What is the main message of the poster? Describe it in your own words.

Be informed to fight and win against AIDS, and AID/Atlanta organization can help provide that information.

4. What specific images or words are used to communicate this message?

Text types and three squares are only visual images on the poster. The text reads straight forward and clear on a black-and-white poster.

5. How do the words and images on the poster educate people about HIV/AIDS?

The poster outlines that information is key to preventing AIDS and provides phone number where people can get that information. The poster is black-and-white without much adornment, which creates a simple and matter-of-fact look.

6. Review your answers above and write a brief description about the poster, addressing what the poster promotes and how the poster dispels AIDS stigma.

The poster focuses on fighting the disease, AIDS—e.g., "war against AIDS" instead of any specific group of people. It emphasizes the need for information and danger without it for everyone in preventing the spread of AIDS. The poster looks simple, direct, and information-focused. Not having any people may come across cold and sterile, but the message comes across clearly and concisely.

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Your assigned poster is **Homophobia Kills. Cure Hate. Stop AIDS...** (<http://ihm.nlm.nih.gov/luna/servlet/view/search?q=C00481>) with the following description: "Activist groups emerged as quickly as the AIDS epidemic, helping to combat ignorance, fear, and social stigma, which prevented people from seeing and understanding AIDS as a public health issue and taking action against it. This poster called for the gay community to mobilize and use the 1993 Gay Pride March to inform and educate fellow New Yorkers about AIDS."

First examine the poster closely. Afterwards, answer the following questions:

1. Who created the poster? When and where was it created?

Who: *an organization named, GMHC (Gay Men's Health Crisis)*

When: *June 27, 1993*

Where: *New York, New York*

2. Who do you think was the intended audience of the poster? Explain your answer.

The gay and lesbian community in the New York City

3. What is the main message of the poster? Describe it in your own words.

Call to action to march on June 27 in order to demand rights of and care for gays and lesbians with or without AIDS, as well as to educate people that AIDS affects everyone and not just gays and lesbians.

4. What specific images or words are used to communicate this message?

The poster uses a photo image of a group of protesters against gays and lesbians with one of them holding a sign "GOD HATES FAGS." It also uses the upside down triangle symbol made with text that are clear and concise in outlining the human rights of all people, role of ignorance in discriminating against people with AIDS and gays and lesbians, etc.

5. How do the words and images on the poster educate people about HIV/AIDS?

The poster not only calls for people to participate in the upcoming New York city Lesbian and Gay Price March, but also outlines the importance of fighting hate and ignorance—i.e., stigmatizing—toward gays/lesbians and people with AIDS. The poster also lets people know that AIDS affect all people.

6. Review your answers above and write a brief description about the poster, addressing what the poster promotes and how the poster dispels AIDS stigma.

The poster juxtaposes the protest of intolerance/hate of gays and lesbians with call people to participate in a protest march that demands inclusion and equal rights and care for all people. The poster explicitly shows how AIDS stigma is connected with hate and fear that kill rather than heal/cure.

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Your assigned poster is ***Scared to Test for HIV? You are not alone...*** (<http://ihm.nlm.nih.gov/luna/servlet/view/search?q=C01187>) with the following description: "In 1982, the Gay Men's Health Crisis formed in a New York City apartment to advocate for AIDS research as well as provide outreach and education. By stressing community, solidarity, and support, this poster reminded people that everyone was frightened of this new disease and taking action meant being informed."

First examine the poster closely. Afterwards, answer the following questions:

1. Who created the poster? When and where was it created?

Who: *an organization named, GMHC (Gay Men's Health Crisis)*

When: *the poster does not provide any date of its publication*

Where: *New York, New York*

2. Who do you think was the intended audience of the poster? Explain your answer.

General public/adults.

3. What is the main message of the poster? Describe it in your own words.

Do not be afraid to test for HIV because you are not alone and GMHC can help. Knowing your status is important part of fighting AIDS, the disease.

4. What specific images or words are used to communicate this message?

The words are empathetic and encouraging—e.g., scared...? ...not alone... we can help. The close up images of four people who are smiling look approachable and helpful, representing those who may be answering the hotline when people call for help.

5. How do the words and images on the poster educate people about HIV/AIDS?

The poster talks about the importance of testing for HIV by offering people that they don't have to do it alone and can call to get help and information from the hotline.

6. Review your answers above and write a brief description about the poster, addressing what the poster promotes and how the poster dispels AIDS stigma.

The poster reminds people testing for HIV is an important part of fighting against AIDS. The poster provides how people who appear warm and welcoming might be on the other side of the hotline to provide you with information about how to get tested and what that means. The poster is encouraging and infers that people are not alone and supported through the process with encouragement and information. The poster doesn't isolate or marginalize people who are worried about HIV infection. This approach avoids any shaming or blaming of people who are thinking about getting tested to learn about their HIV status.